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REMARKS

Claims 1-28 were pending. In the office action of October 5, 2006, the Examiner finally rejected claims 1-12, 14-17, 20, 21, and 23-28 under 35 U.S.C. § 102(e) as being unpatentable over Yeom et al., U.S. Patent No. 6,526,027 ("Yeom") and rejected claims 18, 19, and 22 under 35 U.S.C. § 103(a) as being unpatentable over Yeom in view of Dorenbosch, U.S. Patent No. 5,959,546. The Examiner indicated that claim 13 is objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form.

By this amendment, independent claims 1, 12, and 24 are amended to more particularly and distinctly claim the present invention. Claims 27 and 28 are canceled. More specifically, in response to certain comments made by the Examiner in the office action and during the telephonic interviews held on March 2 and 5, 2007, claims 1, 12, and 24 are amended to explicitly include features argued to distinguish the claims over the prior art in the prior response filed by Applicants. Namely, claim 1 is amended to include that the "plurality of users has an option to selectively receive said broadcast message over said one of said plurality of communication channels." This limitation makes clear that the user can determine whether or not to receive the broadcast message after receiving the alert message. Applicants believe the amended claim clearly includes patentable subject matter over the prior art, as argued in the Response filed July 10, 2006. In particular, the prior art fails to disclose a means or method for initially alerting a user of a wireless unit of availability of a broadcast message and then providing the user an opportunity to direct the mobile device to receive the broadcast message. Claim 24 is amended to include a limitation analogous to that added in claim 1 and is patentable for at least the same reasons given above for

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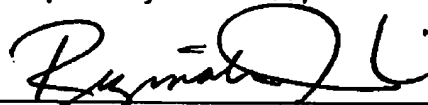
claim 1. Similarly, claim 12 is amended to include "means for setting up said wireless unit for selectively receiving said communication channel in response to action by the user responsive to the first alerting message." This amendment makes clear that the user can determine whether or not to receive the broadcast message after receiving the alert message, which distinguishes the present invention over the prior art, as discussed above.

Applicants gratefully acknowledge the time expended by the Examiner in the telephonic interviews of March 2 and 5, 2007. The claims are amended as presented to the Examiner during the interviews. While tentative agreement was reached with respect to the independent claims, applicants acknowledge that the Examiner reserved the right to further review the claims upon receipt of this amendment. Such further review is hereby requested.

CONCLUSION

All pending claims are in condition for allowance. Allowance at an early date is solicited.

Respectfully submitted,



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